

Sociology

RANDOM HOUSE, INC.
ALFRED A. KNOPF, INC.

The College Department
501 Madison Avenue
New York, N. Y. 10022

Bulk Rate
U. S. Postage
PAID
NEW YORK, N. Y.
Permit No. 4635

SS-19 K-64
MR THEODOR NELSON
SOCIOLOGY DEPARTMENT
VASSAR COLLEGE
POUGHKEEPSIE N Y 12602

For the introductory course

Already drawing enthusiastic praise...

THE STUDY OF SOCIETY An Integrated Anthology

Edited, with Introductions, by PETER I. ROSE, Smith College

Random House, 1967; 992 pages; \$5.95 paperbound; \$9.95 hardbound

"About anybody can get a good introductory education in sociology by beginning... with Peter Rose's anthology, 'The Study of Society'..."

Bennett Berger, *The New York Times*

Race Relations and Social Problems

MINORITIES IN A CHANGING WORLD

Edited by MILTON L. BARRON, The City College of The City University of New York

Knopf, 1966; 508 pages; \$4.95 paperbound

This impressive collection of readings anthologizes the most effective journal and magazine articles (from 1959 to the present) on the dynamics of minority group problems.

Sociological Theory

Available in June...

SOCIOLOGICAL THEORY

Its Nature and Growth

Third Edition

by NICHOLAS TIMASHEFF, Professor Emeritus, Fordham University

Random House, June 1967; 368 pages; \$6.95

This newly revised and completely updated edition provides the only comprehensive synthesis and interpretation of the evolution of sociological theory since Comte and Spencer. Professor Timasheff examines the principle movements, their most representative works, and the interrelationship between singular trends. The section on the contemporary period has been thoroughly reorganized and reinterpreted to reflect the changing emphasis of sociological theory.

Culture and Personality

In preparation...

PERSONALITY AND SOCIAL LIFE

A Textbook with Readings

by ROBERT ENDLEMAN, Adelphi University

Random House, September 1967; about 600 pages; \$8.95

A sociological approach to personality development and social structure which stresses psychoanalytical techniques. Among the considerable variety of subjects discussed are: human language and symbolism, family organization in the Israeli kibbutz, personality trends in the Soviet Union, the personality of the creative artist, and human behavior in disaster situations.

Examination copies are available for adoption consideration

Simply write to **PROMOTION MANAGER, The College Department**
Random House, Inc. Alfred A. Knopf, Inc.
501 Madison Avenue, New York, N.Y. 10022



LITHO IN U.S.A.